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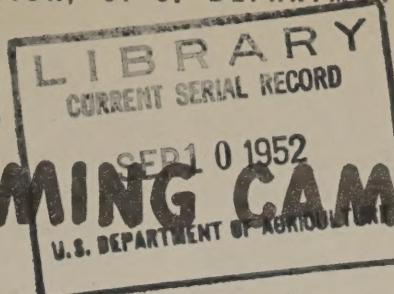
RURAL ELECTRIFICATION ADMINISTRATION, U. S. DEPARTMENT OF AGRICULTURE

Cop 2

No. 2

PROGRESS REPORT ON

ELECTRIC FARMING CAMPAIGN



March 7, 1952

KENTUCKY STARTS MEMBER MEETINGS

The Electric Farming Campaign has reached the member-meeting stage in Kentucky. This is first statewide program to reach this point in the mobilization drive, according to the reports we have. An extensive series of "Community Nights" to be sponsored by all co-ops in their own areas is a feature of the Kentucky campaign.

A resolution at the statewide meeting February 18 got the ball rolling. Plans got under way at once for the local member rallies. At these co-op meetings, there'll be panel presentations, questions-and-answers, demonstrations. Outsiders will be invited — farm leaders, county officials, editors, radio men, bankers, school officials.

This is follow-up right with the farmer-member, says Kentucky!

MORE STATEWIDE MEETINGS SCHEDULED — Electric Farming gets the spotlight at these meetings:

- Illinois — Will meet March 26 in Springfield.
- Georgia — Plans meeting for March 31-April 1 in Atlanta.
- Colorado — Three-day meeting starting March 31. Will devote one full day to electric farming campaign.
- Oklahoma — Statewide meeting, Oklahoma City, March 26 and 27, Biltmore Hotel.
- Florida — Will meet April 3 and 4, in Jacksonville.
- Alabama — Meeting definitely scheduled for April 4.
- Tennessee — Plans big quarterly meeting in Nashville, May 9.
- Oregon — Will hold statewide meeting March 25.
- Idaho-Utah — Planning joint meeting in Salt Lake City, date not set.
- Washington — Will hold follow-up meeting in April.
- New Mexico — Statewide meeting scheduled for April 25 in Albuquerque.

ELECTRIC FARMING IN CHICAGO

Reports of progress continue to come in on the Electric Farming Campaign. There are more state-wide developments. The G&Ts are pushing ahead. Biggest event of the near future is the Chicago convention. The National is giving the Electric Farming Campaign a big play.

Mobilizing Electric Farming is an all-day show at the Tuesday NRECA session. Secretary Brannan will start the program off with a keynote address. He is followed by a panel which includes NRECA President McWhorter, REA Deputy Administrator Wise, DEPA Administrator Fairman, Arkansas Statewide Manager Oswald and REA Farm Electrification Specialist Teare.

ELECTRIC FARMING GETS MORE TO MARKET

Rural Electrification News will devote the entire April-May issue to the Electric Farming Campaign. Ten specially written articles will tell the story, from "Electric Farming and the Farmer" to "Use Your Power To Meet Food Goals." The second article in the magazine, "Is Your Electric Farming Campaign Under Way?", deals with demonstrations, news articles, radio programs, conferences which highlight local, state and national action.

MORE G&T REPORTS — Eight G&T co-ops are making definite plans to conduct Electric Farming Campaigns or have expressed interest in other ways. The latest to report plans are the Rural Cooperative Power Association, Elk River, Minn., the M&A Power Co-op, Poplar Bluff, Mo., the N. W. Electric Power Co-op, Cameron, Mo., and East River Electric Power Cooperative. Coordinated campaigns of these four alone would be available to assist their 43 member distribution co-ops.

ELECTRIC FARMING CAMPAIGN story was told to electrical farm equipment men last week. The session, which grew out of a St. Louis recommendation, was sponsored by NRECA and will be followed up with another meeting in Chicago next week. The representatives of the manufacturers present indicated strong interest and a desire to spread the word about the campaign.

The Minnkota Rural Electric Show is going great guns. Overflow crowds are the rule in every town. Several towns not on the list are requesting the show make an extra stop for them. Other towns, already visited, are asking a return engagement. Example: Twelve-hundred packed the Warren, Minn., City Auditorium, and 1,069 in Finley, N. D.

ON THE AIR -- REA Administrator Claude R. Wickard will be interviewed on "The American Farmer", ABC Network, from the NRECA meeting at Chicago, Saturday, March 15. Mr. Wickard will discuss the objectives of the Electric Farming Campaign. Program is heard from 12:30 to 1:00 p.m., EASTERN Standard Time. NRECA comes in for another salute the same day on the NBC Farm and Home Hour, 1:00 to 1:30 p.m., EST.

Materials that will interest campaign workers:

- ** A 30-minute movie to promote farm production goals is in the making by USDA. It stresses need for applying the best farm production know-how, including electricity, to keep up per-acre yield increase.
- ** Copies of Dan Teare's St. Louis talk on productive electric applications are now available on request.
- ** USDA feed leaflet, "More Feed is Needed in 1952", (PA-193) is just out. It tells the feed story in brief fashion. Copies may be had from local Agricultural Mobilization Committees.